

## Message Text

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42

ACTION EB-06

INFO OCT-01 EUR-12 ISO-00 COME-00 VOE-00 INSE-00 SCA-01

PRS-01 USIA-15 CIAE-00 INR-07 NSAE-00 RSC-01 /044 W

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P 061225Z NOV 74

FM AMEMBASSY MADRID

TO SECSTATE WASHDC PRIORITY 372

UNCLAS MADRID 6939

E.O. 11652: N/A

TAGS: BTRA, BEXP, SP

SUBJ: COMMERCIAL PROGRAM: GROUP VISIT OF SPANISH

TRAVEL AGENTS TO NYC

1. THE EMBASSY HAS BEEN INFORMED BY MR. DIEGO GARCIA CARRASCO, EXECUTIVE OF THE ASSOCIATION OF TOURIST OPERATORS IN MADRID THAT HE AND 44 OTHER TRAVEL AGENTS FROM SPAIN WILL BE LEAVING ON A SPANTEX CHARTER FLIGHT AT 1015 AM, SUNDAY, NOVEMBER 17, ARRIVING IN NYC AT 1515 THE SAME DAY. THE GROUP WILL STAY AT THE HOTEL ROOSEVELT, EAST 45TH STREET AND MADISON AVENUE. THEY WILL RETURN TO MADRID FROM NYC DEPARTING AT 2355 ON MONDAY, NOVEMBER 18.

2. MR. GARCIA STATES THAT THIS WILL BE THE FIRST TIME SUCH A LARGE GROUP OF SPANISH TRAVEL AGENTS WILL BE VISITING THE USA TO OBTAIN FIRST-HAND INFORMATION ABOUT TOURIST FACILITIES THERE. THIS TRIP IS IN ADVANCE OF A CAMPAIGN TO ORGANIZE WEEKLY CHARTER FLIGHTS TO THE U.S.

3. MR. GARCIA INQUIRED WHETHER THE US TRAVEL SERVICE AND/OR THE CITY OF NEW YORK COULD PREPARE A PROGRAM AFTER 1 PM, NOVEMBER 18, IN WHICH A TALK ABOUT THE US TOURIST INDUSTRY, INCLUDING NYC, COULD BE DELIVERED. THOUGH NOT SPECIFICALLY REQUESTED, IT WAS APPARENT THAT A COCKTAIL/ RECEPTION OR OTHER TYPE OF HOSPITALITY WOULD BE MOST APPRECIATED IN ADDITION TO THE BRIEFING. MOST OF THE TRAVEL AGENTS SPEAK ENGLISH BUT A PRESENTATION IN SPANISH, WHILE

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NOT NECESSARY, UNDOUBTEDLY WOULD BE EXCELLENT PR.

4. ACTION REQUESTED: SINCE THERE IS NOT A DRAMATIC  
VISIT THE USA PROGRAM OPERATING IN SPAIN, ASIDE FROM WHAT  
THE AIRLINES AND TRAVEL AGENCIES DO, WE URGE THAT A  
POSITIVE RESPONSE BE MADE TO THIS OVERTURE. WE REQUEST  
THE DEPARTMENT'S REACTION SO THAT WE MAY INFORM MR. GARCIA  
AND HIS COLLEAGUES ACCORDINGLY.  
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